

# TvSCAN

Stephanie Kincaid - 8/17/12 4:53 PM

## Broadcast Order/Confirmation

Washington DC (HAGRSTWN)(B&C) - CJL/11 Nielsen

Buyer	Stephanie Kincaid	Order Number	336
Client	Romney for President, Inc.	Campaign	August 22-28
		Flight	Flight 1 08/22/12-08/28/12
Station	WUSA	Agency	American Rambler Productio
Address		Address	

### WUSA-CBS

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su
<b>9NEWS NOW@6AM</b>											
We-Fr 6:00a- 7:00a	\$650	Aug22-Aug24	:30	3	--	--	1	1	1	--	--
<b>EARLY SHW1-CBS</b>											
We-Fr 7:00a- 9:00a	\$350	Aug22-Aug24	:30	6	--	--	2	2	2	--	--
<b>PRICE-RT 1-CBS</b>											
We-Fr 11:00a-12:00p	\$1,200	Aug22-Aug24	:30	6	--	--	2	2	2	--	--
<b>CBS SOAPS</b>											
We-Fr 12:30p- 3:00p	\$1,000	Aug22-Aug24	:30	6	--	--	2	2	2	--	--
<b>THE DOCTORS</b>											
We-Fr 3:00p- 4:00p	\$600	Aug22-Aug24	:30	3	--	--	1	1	1	--	--
<b>DR. PHIL</b>											
We-Fr 4:00p- 5:00p	\$800	Aug22-Aug24	:30	3	--	--	1	1	1	--	--
<b>9NEWS NOW@5PM</b>											
We-Fr 5:00p- 6:00p	\$800	Aug22-Aug24	:30	6	--	--	2	2	2	--	--
<b>9NEWS NOW@6PM</b>											
We-Fr 6:00p- 6:30p	\$1,200	Aug22-Aug24	:30	6	--	--	2	2	2	--	--
<b>9NWS NOW TNGHT</b>											
We-Fr 7:00p- 7:30p	\$1,200	Aug22-Aug24	:30	6	--	--	2	2	2	--	--
<b>ENT TONIGHT 30</b>											
We-Fr 7:30p- 8:00p	\$2,500	Aug22-Aug24	:30	6	--	--	2	2	2	--	--
<b>9NEWS NOW@11PM</b>											
We-Fr 11:00p-11:30p	\$2,750	Aug22-Aug24	:30	6	--	--	2	2	2	--	--
<b>D LETTRMAN-CBS</b>											
We-Fr 11:30p-12:30a	\$900	Aug22-Aug24	:30	6	--	--	2	2	2	--	--
<b>SAT ER SHW-CBS</b>											
Sat 8:00a-10:00a	\$300	Aug25-Aug25	:30	2	--	--	--	--	--	2	--
<b>NEWS</b>											
Sat 6:00p- 6:30p	\$600	Aug25-Aug25	:30	2	--	--	--	--	--	2	--

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**TAPSCAN**  
Software Suite

### WUSA-CBS

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su
<b>NEWS</b>											
Sat 6:30p-7:00p	\$1,000	Aug25-Aug25	:30	2	--	--	--	--	--	2	--
<b>CRIMETIME</b>											
Sat 8:00p-9:00p	\$2,500	Aug25-Aug25	:30	1	--	--	--	--	--	1	--
<b>CRIMTIME SA-CBS</b>											
Sat 9:00p-10:00p	\$3,000	Aug25-Aug25	:30	1	--	--	--	--	--	1	--
<b>48HR MSTRY-CBS</b>											
Sat 10:00p-11:00p	\$3,500	Aug25-Aug25	:30	1	--	--	--	--	--	1	--
<b>9NEWS NOW@11PM</b>											
Sat 11:00p-11:30p	\$2,750	Aug25-Aug25	:30	2	--	--	--	--	--	2	--
<b>SUNDAY MRN-CBS</b>											
Sun 9:00a-10:30a	\$3,000	Aug26-Aug26	:30	2	--	--	--	--	--	--	2
<b>MCLGHLN GROUP</b>											
Sun 12:00p-12:30p	\$2,000	Aug26-Aug26	:30	1	--	--	--	--	--	--	1
<b>9NWSNOWSU@630P</b>											
Sun 6:30p-7:00p	\$1,000	Aug26-Aug26	:30	2	--	--	--	--	--	--	2
<b>9NEWS NOW@11PM</b>											
Sun 11:00p-11:30p	\$2,750	Aug26-Aug26	:30	2	--	--	--	--	--	--	2

**WUSA Totals \$111,350 81**

Monthly Aug 2012 Sep 2012  
Gross Cost \$111,350.00 \$0.00

Schedule must run as ordered on the days specified. Buyer will request a refund for spots run on days not specified on the order. All makegoods must be approved in advance.

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.  
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Software Solutions